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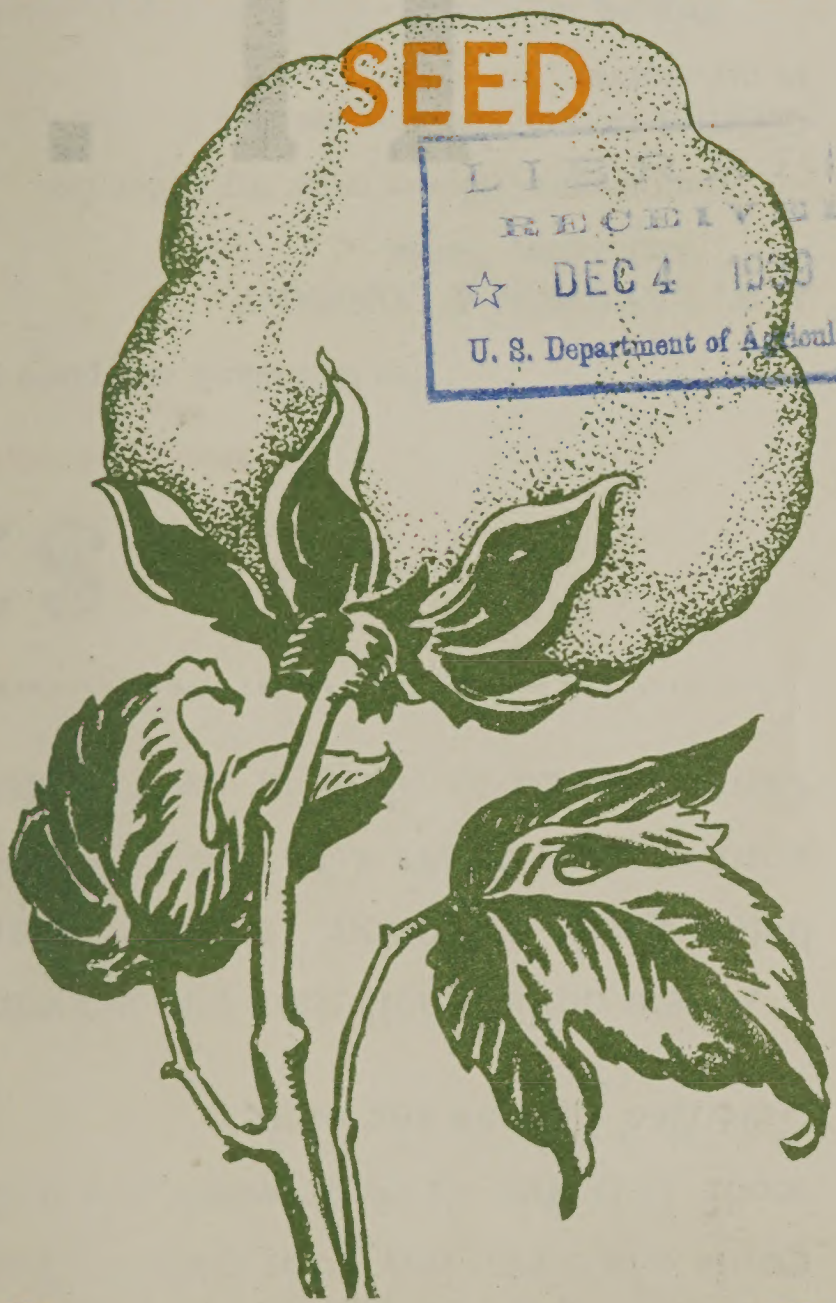
-1939-

J. W. DAVIDSON & CO.

ORIGINATORS AND BREEDERS OF  
STATE REGISTERED AND CERTIFIED COTTON SEED

McKinney, Texas

STATE CERTIFIED  
SUNSHINE COTTON  
SEED



ROWDEN STRAIN





\$5.00

We have the originals of these two and scores of other letters from satisfied planters  
of SUNSHINE COTTON in our files

Honey Grove, Texas,  
9-20-37.

J. W. Davidson and Company,  
McKinney, Texas.

Gentlemen:

Your statement of the 18th received and  
we are enclosing herewith our check.

We wish to say that your seed were highly  
satisfactory and there seems to be a big de-  
mand for them for next years planting.

Thanking you very kindly for favors shown  
us we remain,

Yours very truly,  
FARMERS GIN CO.  
By SAM D. WEAVER  
Sec.-Treas.

Davis, Oklahoma,  
Sept. 30th, 1937.

J. W. Davidson and Company,  
McKinney, Texas.

Dear Sirs:

I am well pleased with my Sunshine Cotton.  
It will make one third more than other varie-  
ties grown around here.

Yours very truly,  
E. M. RIDDLE



# It Pays Always To Plant **SUNSHINE COTTON**

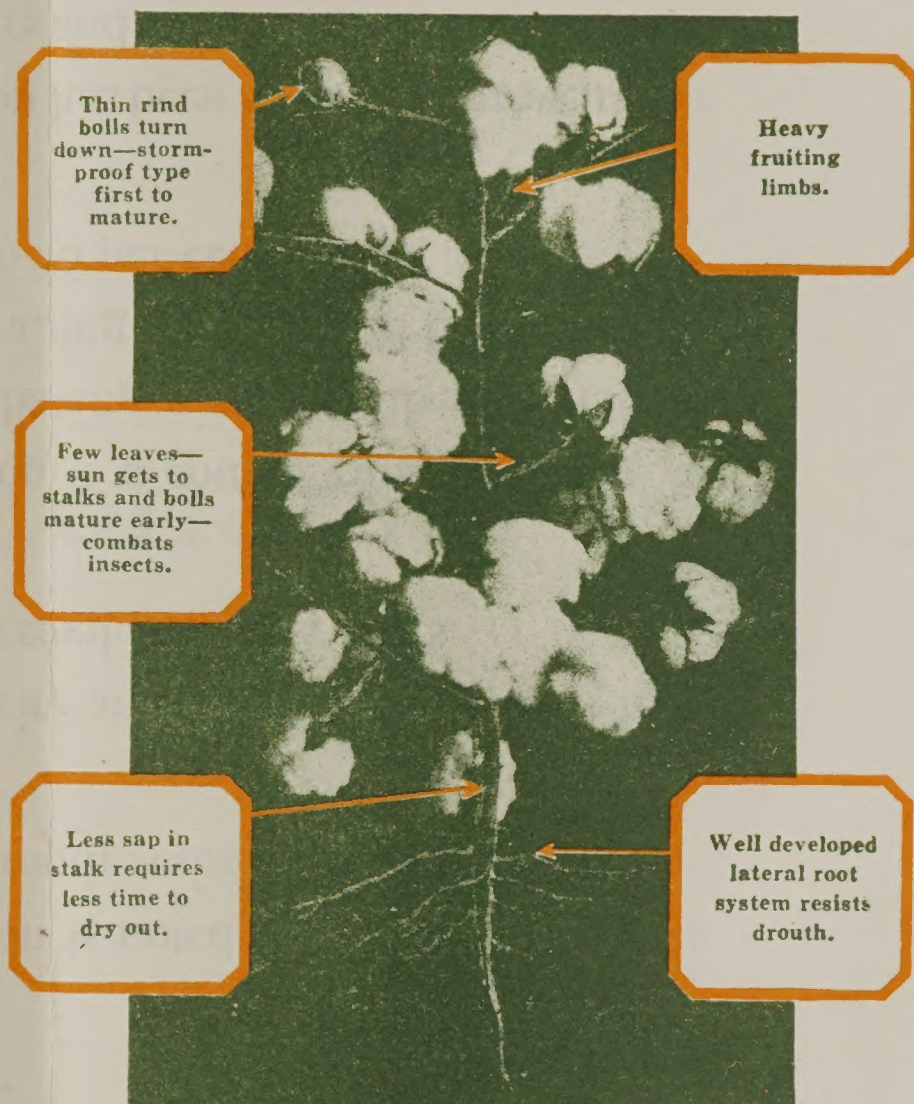
The picture on the right tells better than words why it pays always to plant Sunshine Cotton.

Hundreds of practical, successful farmers have found by experience that Sunshine Cotton always produces a better grade of fiber and a larger yield, regardless of conditions. They know what it means in dollars and cents to expect and to get a premium price for their crop.

Sunshine Cotton Seed is bred to produce a longer, better spinning fibre—to produce an earlier crop—to resist drouth—to produce smaller leaves and more bolls—to make you more dollars per acre.

From the time our breeding fields are planted with carefully selected seed until the cotton is ginned at gins handling only Sunshine Cotton and the seed shipped to you, it is constantly under the watchful eyes of our own inspectors and those of the State Department of Agriculture. No chance is taken, no carelessness permitted that might allow mixing seed or destroying germination or purity of strain.

That is why, year after year, farmers who once use Sunshine Cotton Seed continue to use it and continue to get more dollars per acre.









If . . .

you want to make more dollars  
per acre

# Plant SUNSHINE COTTON SEED! State Certified

When you buy planting seed you want to buy the best that your money can buy.

What are you going to look for as a guide when you buy your cotton planting seed? It is this—a *trade mark and a State Certified Tag on the sack.*

A few dollars will start you growing a better grade of cotton. Supply yourself with enough STATE CERTIFIED SUNSHINE COTTON SEED to plant at least twelve to

fifteen per cent of your acreage. Do this each year and you will always have a top notch crop.

How much better to insist on proven State Certified Cotton Seed. Then you are certain of getting what you pay for. Take no chances!

Buy State Certified Sunshine Cotton Seed and be sure you will make MORE DOLLARS PER ACRE.

**\$2.00**

Per Bushel—Freight Prepaid to Points in Texas

Use this blank and place your order now for future shipment.

J. W. DAVIDSON & COMPANY  
McKinney, Texas.

Gentlemen:—Please enter my order for.....bushels of Davidson Sunshine State Certified Cotton planting seed at \$.....per bushel, to be shipped by freight, charges prepaid to my station.

Ship on or about.....193....., to.....

Railroad shipping station....., State.....

R. F. D. No....., Box No....., Post Office....., County.....

Draw through.....Bank of.....

All orders shipped sight draft attached to bill of lading unless order is accompanied by check for full amount.

Signed.....  
Purchaser

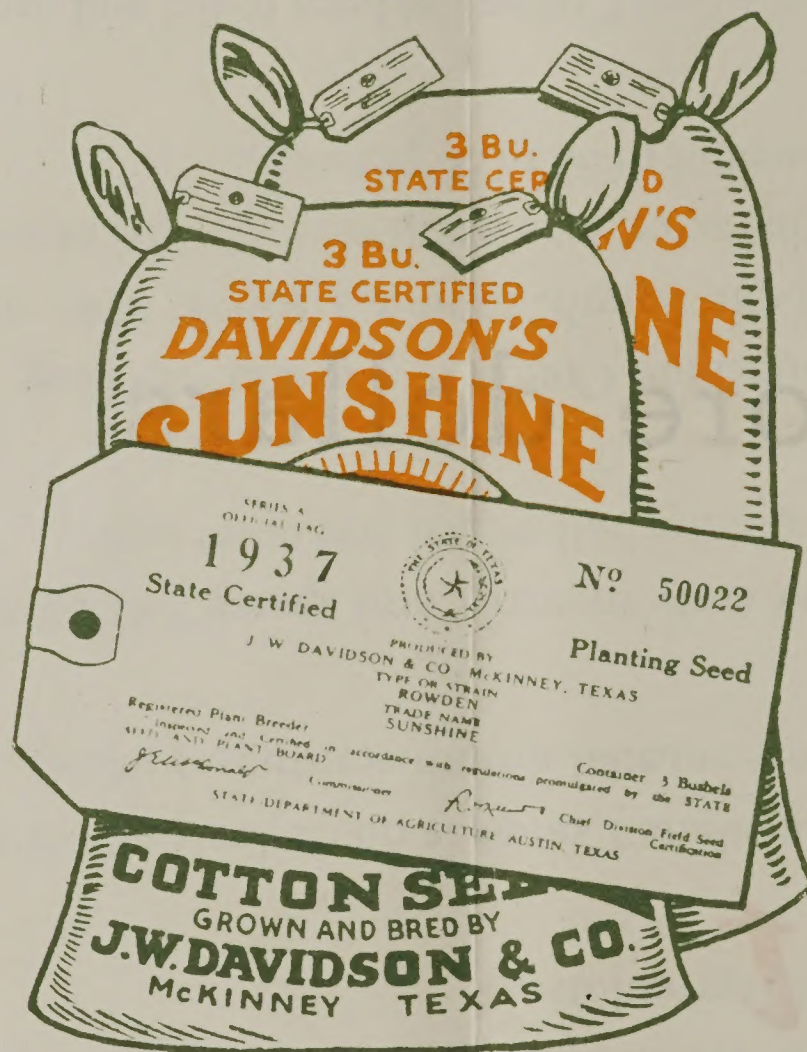
## Qualities of SUNSHINE COTTON . . .

- 1 Sunshine Cotton is of a Rowden strain, improved by years of careful and scientific breeding under the authorized agents of the State Department of Agriculture.
- 2 Sunshine Cotton is noted for its early maturity and unusual drouth resisting qualities.
- 3 Its early maturity and sparse foliage both help fight the boll weevil and other pests.
- 4 Sunshine Cotton is a cotton running even in staple length, having a strong fiber of smooth character, averaging an inch and better, with a turnout of 32 to 36 per cent.
- 5 Sunshine Cotton has been tested and proven over a period of years and found to produce uniformly good results and with its *heavy field yield*, it will make you "more dollars per acre".



# Every Bag Is Certified By The State of Texas

This tag appears on every bag of the Davidson's Sunshine Cotton seed. It is the State Certification Tag assuring genuine, certified seed.



All Sunshine Cotton seed is grown in contract breeding fields under our supervision and the supervision of State Inspectors of the Department of Agriculture. The quality and the purity of the strain is rigidly protected.

Sunshine Cotton is ginned at Standardized Gins handling nothing but Sunshine Cotton from our breeding fields. No chance for mixing seed. Only Sunshine Cotton Seed is stored in the warehouses from which it is shipped. It is properly protected every minute to preserve the purity of the strain and germination.

You can always be sure of getting the highly developed strain which required many years to develop.





More Dollars  
Per Acre . . .

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\$2.00

**FREIGHT PREPAID TO POINTS IN TEXAS AND OKLAHOMA**

*Use This Blank and Place Your Order Now for Future Shipment*

**J. W. DAVIDSON & COMPANY,**  
McKinney, Texas.

*Gentlemen:* Please enter my order for \_\_\_\_\_ bushels of Davidson Sunshine State Certified Cotton planting seed at \$\_\_\_\_\_ per bushel, to be shipped by freight, charges prepaid to my station.

Ship on or about \_\_\_\_\_, 193\_\_\_\_, to \_\_\_\_\_

Railroad shipping station \_\_\_\_\_, State \_\_\_\_\_

R. F. D. No. \_\_\_\_\_, Box No. \_\_\_\_\_, Postoffice \_\_\_\_\_, County \_\_\_\_\_

Draw through \_\_\_\_\_ Bank of \_\_\_\_\_

All orders shipped sight draft attached to bill of lading unless order is accompanied by check for full amount.

Signed \_\_\_\_\_

*Purchaser.*



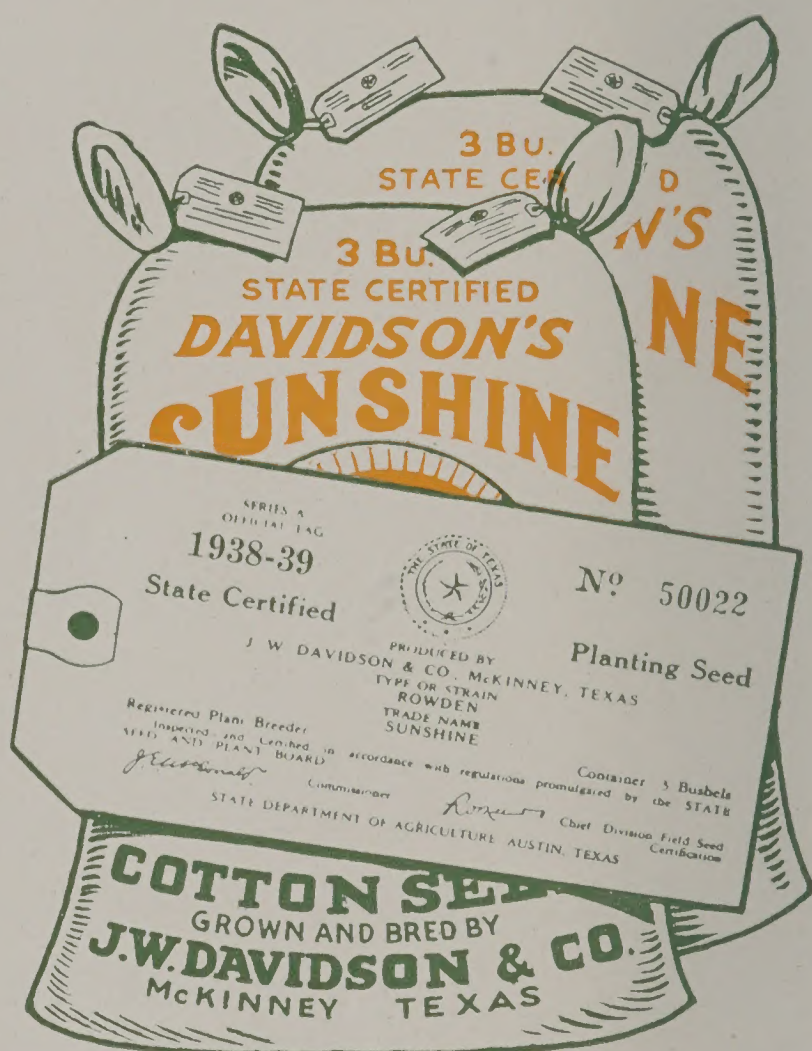
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**SOLD BY**



## You Cannot Afford To Gamble Your Money, Time and Land . . . . .

The demand is not for *more* cotton but *better* cotton. You will make more money by growing Sunshine Cotton. Others are doing it every year, because Sunshine Cotton seed not only produces better cotton, but more cotton. Gin-run seed, or seed that you do not know produces good cotton is, at best, a gamble with the odds against you.

In asking you to plant Sunshine Cotton, we have your best interests at heart, for we firmly believe that once you have tried it and compared results—in dollars and cents—you, like thousands of other farmers, will plant nothing but Sunshine Cotton.

After all, it is the field yield that counts and year after year, under the most adverse weather conditions, both dry and wet years, Sunshine Cotton has yielded heavier than other varieties.

## Every Year More Planters Are Finding That Quality Cotton Pays . . . . .

Cotton with higher spinning value is in greater demand by the spinner. It is the degree of spinnability that fixes the value to the spinner. And, he pays a premium for it. Sunshine Cotton is bred to meet the demand for a longer, harder, better spinning staple.

Cotton that produces coarser, harder fiber; that brings a premium per bale; yields heavier than shorter varieties and produces staple from 1 to 1½ inches; matures early and gets ahead of the boll weevil and other pests; that possesses drouth resisting qualities and produces uniformly good results year after year—that is the enviable record of Sunshine Cotton.

Nothing is left to chance. Every weakness has been eliminated from Sunshine Cotton. It represents years of painstaking effort in selecting and breeding.



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